

EC'd Yes    Last Received: 09/24/2012 12:20 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency (    ) THE NEW MEDIA FIRM	Rep Firm
Advertiser (    ) PATRIOT MAJORITY	1322 G STREET SE	Sales Office (    ) PHILADELPHIA
Product PATRIOT MAJORITY	WASHINGTON, DC 20003	Salesperson (    ) ANJIE BRADY
Estimate# 1657	Agency C/P1/P2/E 371/389/1657	
Buyer Michele Certo	Flight Dates 09/25/2012 - 10/08/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

SC=\*

-- REMARKS --

THIS IS A NEW CONTRACT  
TOTAL 41,500  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	5A-6A	WAVY NEWS-5A<	:30	\$700.00	10/01-10/01	1	1	1	\$700.00	
	2	M	5A-6A	WAVY NEWS-5A<	:30	\$700.00	10/08-10/08	1	1	1	\$700.00	
	3	TU	5A-6A	WAVY NEWS-5A<	:30	\$700.00	09/25-09/25	1	1	1	\$700.00	
	4	TU	6A-7A	WAVY NEWS-6A<	:30	\$2,000.00	10/02-10/02	1	1	1	\$2,000.00	
	5	W	6A-7A	WAVY NEWS-6A<	:30	\$2,000.00	09/26-09/26	1	1	1	\$2,000.00	
	6	F	6A-7A	WAVY NEWS-6A<	:30	\$2,000.00	09/28-09/28	1	1	1	\$2,000.00	
	7	W	7A-9A	TODAY SHW<	:30	\$2,000.00	10/03-10/03	1	1	1	\$2,000.00	
	8	F	7A-9A	TODAY SHW<	:30	\$2,000.00	10/05-10/05	1	1	1	\$2,000.00	
	9	TU	7A-9A	TODAY SHW<	:30	\$2,000.00	09/25-09/25	1	1	1	\$2,000.00	
	10	TU	9A-10A	TODAY SHW2-NBC	:30	\$500.00	09/25-09/25	1	1	1	\$500.00	
	11	F	9A-10A	TODAY SHW2-NBC	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	

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	12	TU	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/02-10/02	1	1	1	\$500.00	
	13	F	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/05-10/05	1	1	1	\$500.00	
	14	W	10A-11A	TODAY SHW3-NBC	:30	\$400.00	09/26-09/26	1	1	1	\$400.00	
	15	W	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/03-10/03	1	1	1	\$400.00	
	16	M	11A-12P	HAMPTN RDS SHW<	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	
	17	M	11A-12P	HAMPTN RDS SHW<	:30	\$200.00	10/08-10/08	1	1	1	\$200.00	
	18	TU	11A-12P	HAMPTN RDS SHW<	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
	19	TH	11A-12P	HAMPTN RDS SHW<	:30	\$200.00	09/27-09/27	1	1	1	\$200.00	
	20	TU	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/02-10/02	1	1	1	\$300.00	
	21	F	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/05-10/05	1	1	1	\$300.00	
	22	TH	12P-1P	WAVY NEWS10-NN<	:30	\$200.00	09/27-09/27	1	1	1	\$200.00	
	23	TU	1P-2P	DAYS-OUR LIVES<	:30	\$350.00	09/25-09/25	1	1	1	\$350.00	
	24	F	1P-2P	DAYS-OUR LIVES<	:30	\$350.00	09/28-09/28	1	1	1	\$350.00	
	25	W	2P-3P	DOCTORS<	:30	\$200.00	09/26-09/26	1	1	1	\$200.00	
	26	M	4P-5P	ANDERSON<	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
	27	M	4P-5P	ANDERSON<	:30	\$450.00	10/08-10/08	1	1	1	\$450.00	
	28	F	4P-5P	ANDERSON<	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	

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	29	W	5P-530P	WAVY NEWS10-5<	:30	\$1,500.00	10/03-10/03	1	1	1	\$1,500.00	
	30	TH	5P-530P	WAVY NEWS10-5<	:30	\$1,500.00	10/04-10/04	1	1	1	\$1,500.00	
	31	M	6P-630P	WAVY NEWS10-6<	:30	\$1,800.00	10/01-10/01	1	1	1	\$1,800.00	
	32	M	6P-630P	WAVY NEWS10-6<	:30	\$1,800.00	10/08-10/08	1	1	1	\$1,800.00	
	33	W	6P-630P	WAVY NEWS10-6<	:30	\$2,000.00	09/26-09/26	1	1	1	\$2,000.00	
	34	TU	11P-1135P	WAVY NEWS10-11<	:30	\$1,200.00	09/25-09/25	1	1	1	\$1,200.00	
	35	F	11P-1135P	WAVY NEWS10-11<	:30	\$1,200.00	09/28-09/28	1	1	1	\$1,200.00	
	36	M	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
	37	W	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/03-10/03	1	1	1	\$500.00	
	38	M	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
	39	W	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	09/26-09/26	1	1	1	\$500.00	
	40	F	1235A-135A	J FALLON-NBC<	:30	\$150.00	09/28-09/28	1	1	1	\$150.00	
	41	SA	6A-7A	WAVY NWS SAT6A	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
	42	SA	6A-7A	WAVY NWS SAT6A	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
	43	SA	7A-8A	WAVY NWS SAT7A	:30	\$800.00	10/06-10/06	1	1	1	\$800.00	

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	44	SA	7A-8A	WAVY NWS SAT7A	:30	\$800.00	09/29-09/29	1	1	1	\$800.00	
	45	SA	6P-630P	NEWS	:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
	46	SA	6P-630P	NEWS	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
	47	SA	7P-8P	ENT TONITE60 W	:30	\$300.00	09/29-09/29	1	1	1	\$300.00	
	48	SA	7P-8P	ENT TONITE60 W	:30	\$300.00	10/06-10/06	1	1	1	\$300.00	
	49	SU	6A-7A	WAVY NWS SUN6A	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
	50	SU	7A-8A	WAVY NWS SUN7A	:30	\$800.00	10/07-10/07	1	1	1	\$800.00	
	51	SU	7A-8A	WAVY NWS SUN7A	:30	\$800.00	09/30-09/30	1	1	1	\$800.00	
	52	SU	6P-7P	NEWS	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
	53	SU	6P-7P	NEWS	:30	\$500.00	10/07-10/07	1	1	1	\$500.00	
	54	SU	12A-1A	BROTHERS&SISTERS	:30	\$150.00	10/07-10/07	1	1	1	\$150.00	
	55	SU	12A-1A	BROTHERS&SISTERS	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	

---REPORT TOTALS---

Report Totals: 55 / \$41,500.00

---SALES MONTHLY TOTALS---

Sep 12: 27 / \$19,150.00 Oct 12: 28 / \$22,350.00

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Sales Totals: 55 / \$41,500.00  
Station Totals: 55 / \$41,500.00  
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$218,421	CATV 0%	WAVY 19%	WGNT 4%	WPXV 0%	WTKR 30%
		WTVZ 5%	WVBT 3%	WVEC 39%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE